UNIVERSITY OF NORTH CAROLINA AT WILMINGTON
Cameron School of Business
Fall 2001 Newsletter

in forward motion

Successful Executive Lectures

Mr. Stedman Graham speaking to CSB students

During the past academic year, the CSB featured three outstanding speakers in the continuing Executive Lecture Series. The first speaker was Stedman Graham, author of numerous books including the recent top-selling book, *You Can Make It Happen: A Nine-Step Plan for Success.* Mr. Graham, who is a frequent guest on *Oprah* and other television shows, provided a highly inspirational speech on how students can take control of their lives and career goals. Jeff Stocks, President and COO of Manpower Companies-Raleigh, was the primary sponsor for Mr. Graham's speech and reception.

The second speaker, George Taylor, Jr., President/CEO of Performance Group, kept students totally engaged in his speech as he told the fascinating story of his proprietary trading firm that primarily focuses on short-term equity trading ("day trading") and how Performance Group team members often move in and out of positions on publicly traded companies in a matter of minutes. Mr. Taylor's speech was the catalyst in the CSB deciding to establish a Trading Room in the forthcoming Technology Building to help students learn more about securities and international financial markets investment strategies. It is hoped that the Trading Room will foster the establishment of a Student Investment Fund to help students invest in and manage real endowment funds. However, the CSB will leave potentially risky day trading to Mr. Taylor and his Performance Group associates. Both faculty and students were also greatly interested in learning about the three Busch Series/NASCAR racecars sponsored by Mr. Taylor's firm, Taylor Motorsports.

The third speaker was Dorothy M. Horvath, Executive Vice President and Chief Credit Policy Officer of National City Bank, headquartered in Columbus, Ohio. Ms. Horvath was also an inspirational speaker as she explained how she helps oversees risk management strategies for the bank in volatile economic times. Ms. Horvath provided examples of the bank's challenge in factoring appropriate risk versus the desire to meet the needs and expectations of its long-standing corporate customers. Ms. Horvath spoke of opportunities for strategic growth during even difficult, changing economic times.

Report from Dean Larry Clark

This is our first Cameron School of Business (CSB) newsletter since fall 2000. We are resuming the newsletter to stay in better communication with you and plan to publish three a year.

We have many exciting things to share with you since our last newsletter.

- CP&L provided $900,000 in funding toward the two new professorships and faculty development fund discussed on page 2 of this newsletter.
- The CSB will become a co-tenant with the Department of Computer Science in the new UNCW Technology Building scheduled to open by early 2005.
- This fall, the CSB is launching both a new e-Commerce concentration (major) and a Professional Development Certificate Course in e-Commerce.
- The CSB has implemented new admission standards that include a foreign language.
- The CSB faculty has developed new faculty workload and grant policies with greater performance expectations.
- The CSB is moving closer to the launching of the Trans-Atlantic Business School Alliance (TABSA) with partner schools in France, Germany, Great Britain and Spain.

We begin the 2001-02 academic year with the six excellent new faculty members introduced on page 3 in the newsletter. We are competing for new faculty in an increasingly competitive academic marketplace because of a combination of increasing enrollments of students and retirements of faculty in schools of business. As a result, we must also work more diligently to retain our existing faculty. Every year, and especially this year, faculty

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Our principal mission and vision is to prepare students to become business leaders in a changing world and to be nationally recognized for responsiveness to the needs of our students and the business community. Learn more about us by visiting our Web site, http://www.csb.uncwil.edu

Gordon and Pat Moran Hurlbert and Betty and Dan Cameron are pictured just after the presentation of checks totaling $900,000 by Gayle Van Velsor, CP&L Eastern Region Vice President, to Chancellor Leutze.

CP&L Professorships Funded

CP&L provided funding this past year to establish the CP&L/Betty Cameron Distinguished Professorship of Entrepreneurship, the CP&L/Gordon C. Hurlbert Distinguished Professorship of Information Systems and the Pat Moran Hurlbert Faculty Development Fund. The Cameron School of Business will be able to conduct a search for the two professorship holders upon receipt of state matching funds. Ten Cameron faculty received faculty development grants to help launch the school's new e-Business concentration (major) and Executive Series in e-Business.

CEC Plans Exciting Fall Program

The Coastal Entrepreneurial Council (CEC), based at the Cameron School, has a full schedule for the fall. Work is now underway to develop an entrepreneur's venture funding service called *Cape Fear Investors Network*. The *Investors Network* will assist entrepreneurs seeking to develop new business ventures in the region through a Web-based linkage with potential funding sources. The CEC will have more information on the *Investors Network* later this year.

The CEC continues its popular "Foundations for Success" series focusing on programs that benefit existing businesses. The September 11 program, A Preview of SymmeTree, the highly acclaimed change management seminar, will be rescheduled in January 2002. The October 9 program, *"What You Have Learned on the Road to Success."* features David Snyder, author of *How to Mind Read Your Customer*, speaking on building your customer service and marketing platform from your relationships with your clientele. The program starts at 6 p.m. in the Cameron School of Business Auditorium.

The CEC mini-conference on November 13 features Cameron's own Dr. Howard Rockness on *"Using the Balanced Scorecard to Drive Your Business."* Breakout sessions will focus on: (1) Customer Relationship Management, (2) Improving Business Processes and (3) Key Indicators Used in My Business. The program starts at 5:30 p.m. in the Cameron School of Business Auditorium.

The programs are open to the entire business community for a small fee. All Cameron faculty and graduate students are welcome as guests of the CEC; however, a reservation is required. To reserve a place at any of the programs, contact the CEC by e-mail cec@coastalnet.com or phone (910) 962-3901.

from Dean Larry Clark

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attraction and retention strategies require financial support well beyond that available to us by the UNCW's state budget. For this reason, the CP&L gift, primarily secured by Mr. Dan Cameron, was extremely important to further grow our school endowment and support faculty. Likewise, the support of our Partners (a donor of $10,000 or more per year in support of faculty attraction/retention, student scholarships or programs) is of critical importance to us. This year, we added two new Partners: aaiPharma (faculty) and Ms. Dolores Green (scholarship). Our 10 Partners are listed on page 4 in the newsletter.

The CSB Executive Advisory Board, chaired by Bob Warwick, welcomed three new members this year: Scott Custer, President of General Bank—the banking subsidiary of Centura Bank, Baxter Stirling, City Executive and Senior Vice President of BB&T/Southport, and Richard Morrison, former CSB executive-in-residence. Custer and Stirling succeed Ron Matthews and Jerry Godwin, two long-standing, excellent members of the board. The board will be actively involved with us this year in planning for the new UNCW Technology Building and in implementation of TABSA, which will undoubtedly become our "crown jewel." In addition, we also enjoy support from the CSB Alumni Chapter, this year chaired by Ms. Anne Johnson (succeeding Ms. Donis Noe); the MSA Advisory Board, chaired by Malcomb Coley; and UNCW's International Cabinet, chaired by Richard Morrison.

I encourage you to read this newsletter to meet our newest faculty and administrative leaders, to note the special accomplishments of our faculty and to learn the results of our participation in a business school benchmarking study. We have even more stories to tell and will do so in the next issue of *In Forward Motion*.

As I begin my second year as dean, I wish to express my gratitude to the CSB faculty, administrative team and staff who have so warmly welcomed my wife Georgia and me. Three faculty members merit particular mention: (1) Howard Rockness who was a wonderful CSB dean and continues to be an outstanding classroom teacher and a great colleague; (2) Becky Porterfield who began as associate dean under Howard's administration and continues to be our catalyst for the development of new program ideas and the success of our MBA Practicum Program; and (3) Norm Kaylor, the first CSB dean, who has retired. The Cameron Alumni Chapter is continuing to endow a scholarship, a highly deserved tribute, in Norm's name.
To Norm and Jo, thanks and best wishes. You will always be welcome here.

I welcome your comments or questions. You can reach me at clarkl@uncwil.edu or 910/962-3501.

Six New Cameron Faculty

Dr. Raquel Alexander

Assistant Professor of Accounting

Focus: Tax Accounting

From: Doctoral Program Ph.D., University of Texas at Austin

M.Tax, Arizona State University

B.S., University of Kansas

Rob Konopaske

Assistant Professor of Management

Focus: International Human Resource Management

From: Doctoral Program Ph.D., University of Houston

M.I.B., University of South Carolina

B.A., Rutgers College

Pam Evers

Assistant Professor of Business Law

Focus: International/Environmental Law

From: Stephen F. Austin University

L.L.M., Northwestern School of Lewis & Clark College

J.D., Southern Methodist University

M.B.A., Emory University

B.S., Kansas State University

Carlos Rodriguez

Assistant Professor of Management

Focus: Competitive Strategy in Emerging Economies

From: Doctoral Program Ph.D., Florida Atlantic University

M.I.B., University of South Carolina

B.A., Federal University of Rio de Janeiro

Dr. Doug Kline

Associate Professor of Information Systems

Focus: Object-Oriented Analysis and Design

From: Sam Houston State University

Ph.D., Kent State University

M.B.A., Kent State University

B.S., Kent State University

John Whitehead

Associate Professor of Economics

Focus: Environmental and Natural Resource Economics

From: East Carolina University Ph.D., University of Kentucky

M.A., University of Kentucky

B.A., Centre College

Student Advisory Council Kicks Off New Year

The Student Advisory Council represents students' interests to the Cameron School of Business administration and faculty. The council, consisting of all the presidents of the student organizations, provides a forum for student concerns and any new ideas that the student body in business would like addressed. During the 2000-01 academic year, the council:

- provided valuable input on graduation,
- discussed student organization links to Cameron's Web page,
- requested that students have a "quiet" room for studying,
- assisted with orientation,
- helped develop and implement the first Student Recognition Day, and
- began discussion on a student newsletter.

The members of the Student Advisory Council are listed below with their e-mail addresses.

National Association of Business Economists
Justin Treadway
JMT9346@uncwil.edu

Financial Management Association
Christopher Potts
LCP4107@uncwil.edu

North Carolina World Trade Association - Seahawk Chapter
Beth Steelman
EPS4699@uncwil.edu

Pi Sigma Epsilon
Josh Towne
JDT2250@uncwil.edu

Beta Alpha Psi
Ray Dennis
RAD5423@uncwil.edu

Society of Operations and Information Management
Nikola Milivojevic
NM4167@uncwil.edu

Society for Human Resource Management
Danielle Knowles
MDK4544@uncwil.edu

Master of Science of Accountancy Association
Jason Wilson
sureshot@ec.rr.com

Master of Business Administration
Mark DaFonseca
markdafonseca@hotmail.com

Dr. Rebecca Porterfield, Associate Dean
porterfieldr@uncwil.edu

Amber Wilcox, Student Services Center
wilcoxae@uncwil.edu

Educational Excellence
Still "In" at Cameron

The Cameron School of Business places a high premium on educational excellence. Excellence in teaching is reflected in the school's mission statement and is the number one priority of its faculty. Excellent teaching is determined both in and outside of the classroom. It is reflected through advising and career planning and by access to faculty and the focus on support (e.g., computers) to accomplish learning.

Each year, the school uses several surveys to assess both the delivery and content of its classes and faculty. The EBI benchmarking survey (developed by AACSB) is administered to all undergraduate students in their last semester in Cameron. This particular survey benchmarks Cameron against 184 AACSB participating schools of business nationally.

In the survey, Cameron students rated faculty and instruction, overall satisfaction with undergraduate programs and the amount and value of teamwork exceptionally high. Several areas of improvement over the last five years indicate the continuous efforts by faculty and staff to improve the quality of education of Cameron students. During the five-year period from spring 1997 to spring 2001, the school improved in the following categories.

Category	Percent of Improvement
Faculty Access/Grades/Student Efforts	12
Student Organizations and Extracurricular Activities	11
Advising and Course Availability	23
Facilities and Computing Resources	20
Academic Quality/Teamwork	16
Overall Satisfaction with Program	34

Improvement in educational experience by functional area improved substantially over the same five-year period. Management was up by 31 percent, economics by 19 percent, finance by 24 percent, accounting by 22 percent, and international business and information systems by 17 percent and 10 percent, respectively.

In the area of technology, both access to computers and computer training improved by 19 percent and 21 percent, respectively. Access to career services and alumni networking for cultivating future careers each improved by 20 percent over the five-year period.

Cameron's mission is to create leaders for a changing world. The survey showed a 12 percent improvement in the perception of Cameron students that there were opportunities in the school to assume leadership responsibilities. Sixty-nine percent of Cameron students rated their school experience as exceptional to friends.

Cameron is clear on its mission and goals, and Cameron's students are clear on the outcome of these goals — educational excellence.

Partners Program

Partners are individuals, organizations and companies that provide financial support of $10,000 or more each year to the Cameron School of Business. These funds are used for the school's scholarships, faculty attraction and retention, and programs. Two new partners were added this year: aaiPharma and Dolores Green.
The school's current Partners are:

- aaiPharma
- Dixon Odom
- Dolores Green
- Hughes Brothers
- KPMG
- RSM McGladrey
- RBC Centura
- First Union
- Deloitte & Touche
- Ernst & Young

Alumni Chapter

Brookhill Steeplechase

With the help of former Dean Howard Rockness and the Cameron faculty and staff, the Alumni Chapter was founded during the school's 20th anniversary year on January 30, 1999. Anne Johnson, the current president of the chapter, expects "continued growth of the chapter with more opportunities for alumni and friends under the advisement of Dean Larry Clark."

The Alumni Chapter has had a number of achievements since its formation in 1999. A scholarship honoring Norman R. Kaylor was endowed and awarded in fall 2000. This year's recipient is Raymond Dennis. The chapter has held several successful events, including the annual picnic, socials at the homecoming basketball games during half time, and the co-sponsorship of a tent at the Brookhill Steeplechase in Clayton, NC. Over 100 alumni, faculty, staff and family members attended the third annual picnic on August 2, 2001, at Hugh MacRae Park in Wilmington. Currently, the chapter is in the planning phase of the Lifelong Learning Conference, intended to be an annual professional development seminar. Alumni participation at these events, along with the dedication of the board and staff to get the chapter started, resulted in the chapter being awarded the UNCW Alumni Association's Soaring Chapter of the Year Award in 2000.

Upcoming chapter events include the half-time social scheduled for the homecoming basketball game in Trask Coliseum on January 19, 2002, when the UNCW men face off against James Madison. The UNCW Alumni Association will recognize the Cameron chapter at the February 23, 2002, pre-game social preceding the UNCW men's basketball game against Virginia Commonwealth University.

To find out more about the Cameron chapter, to learn about any upcoming alumni events, or to contact any of the chapter board members, visit www.uncwil.edu/alumni and choose the Cameron School of Business Alumni Chapter under the CHAPTERS section.

CHAPTER OFFICERS

Anne Johnson .....President
Donis Noe .....Past President
Jeffrey Whiting .....Vice President
Larry White .....Treasurer
Vickie Alala .....Secretary
Alex Smith .....Board member
Patricia Aselton .....Board member
Todd Godin .....Board member
Brad Bruestle .....Board member

The newly elected chapter officers would like to thank Donis Noe for her leadership and hard work in the Cameron Alumni Chapter over the past few years. "The chapter would like to develop more alumni participation and activities," Johnson says, "so I encourage all of you to become involved as it will be a great opportunity for you to keep in touch with the many relationships you developed during your years at Cameron. It will also be exciting to see all of the enhancements and growth of the school itself. I am looking forward to another great year."

Doris Noe and Anne Johnson at alumni picnic

faculty notes

Harper Publishes New Book

Stephen Harper, professor of management, has published his latest book, *The Forward-Focused Organization: Visionary Thinking and Breakthrough Leadership to Create Your Company's Future*. An Amazon.com book review describes the book in the following manner: "Harper advocates 'ASAP management' over implementing change incrementally and stresses the role of leadership at all levels of the organization in 'creating' the future." Books from the *Harvard Business Review Paperback Series and The Future of Leadership*, by Warren Bennis (editor), are listed on the Amazon.com Web site as being books also shopped for by Steve's readers. Amazon.com also lists three other books in stock written by Steve Harper. Steve is presently working on a book for professionals who want to start high-growth ventures. It will be completed in 2002.

Rosen to Head APICS

On January 1, Drew Rosen, associate professor of production/operations management, became president-elect of the APICS, The Educational Society for Resource Management. APICS has nearly 70,000 individual and corporate members in 20,000 companies worldwide. APICS is dedicated to using education to improve the business bottom line. This is an extremely impressive recognition, especially for a faculty member at a regional school of business. Drew's position allows him to travel to sites around the world to learn the latest business practices firsthand. In addition, Drew received the CSB Chancellor's Teaching Excellence Award for the 2000-01 academic year.

Tammy Hunt Promoted to Professor

Tammy Hunt has been promoted to professor of management. Tammy came to UNCW in 1990 from Baylor University. She has her Ph.D. in management from Florida State University. This past year, she has been president of the Southern Management Association, the largest and most prestigious regional management association with over 900 members. Tammy has also been the project manager for the CSB's involvement with UNCW's upcoming regional accreditation visit by SACS.

Wadman's Book Receives High Praise

William Wadman, associate professor of economics, is receiving very strong reviews for his recent book, *Variable Quality in Consumer Theory: Towards a Dynamic Microeconomic Theory of the Consumer*. Bill's book is the culmination of 10 years of effort and has been acknowledged by world-renown economists including Nobel lauraetes. During the past year, he was the only American invited to a conference at the prestigious Max Planck Institute for Research into Economic Systems in Jena (Germany) that featured a discussion of his economic theories set forth in the book. Although considered a "heavy" academic book, it is available in paperback from Amazon.com. *continued on page 7*

Scholarships Awarded for 2001-02

The recipients of the 2001-02 Cameron School of Business scholarships have been announced. Congratulations to all of the students listed below. The school is very grateful to its scholarship sponsors for providing a means of attracting and retaining extremely talented students. An annual scholarship can be established with a contribution of $500 or more. An endowed scholarship can be established with a single contribution of $25,000 or more, or varying periodic contributions until the minimum endowment level of $25,000 is reached. If you would like more information on scholarships, please contact Chris Clapp, director of development, at 910-962-3214 or e-mail him at clappc@uncwil.edu.

Student	Name
Christopher Haskins	BB&T
Scott Kinlaw	BB&T
Melissa Wetsig	BB&T
Isaac Bigness	Thomas J. Burke
Amy Bryant	Dixon Odom - Graduate
Kimberly Jones	Elwood Walker - Undergraduate
Joey Pruitt	Elwood Walker - Graduate
Laurel Pettys	Frank Dunne, Jr., Memorial
Julia Dudley	Gerald Edward Green Memorial
Brooke Perry	Hamilton and Johnson CPAs
Henry Cherry	Roger P. Hill
Jason Rivenbark	Hughes Brothers, Inc.
Jennifer Stone	Hughes Brothers, Inc.
Cynthia Thomas	Hughes Brothers, Inc.
To be designated	Hughes Brothers, Inc.
Kimberly Melnick	Independent Insurance Agents of North Carolina
To be designated	Information Systems and Operations Management
Shannon Mitchell	Institute of Management Accountants
Jennifer Clifton	J.W. Jackson
Mauro Di Filippo	J.W. Jackson
Kimberly Garner	J.W. Jackson
Raymond Dennis	Norm R. Kaylor
Brandy Garrell	Stephen and Kathleen Kelbley
Jackie Roberts	Stephen and Kathleen Kelbley
Julia Primavera	Mary Ramey King Memorial
Meredith Holland	Lower Cape Fear Human Resources Association
Kelly Johnson	Mary McDuffie Walker
Julia Dudley	McGladrey & Pullen - Graduate
Raymond Dennis	McGladrey & Pullen - Graduate
Thomas Hutchinson	Peoples Savings Bank
John Trango	Purchasing Management Association of Carolinas-Virginia
Erin Clayton	Sales and Marketing Executives International Association
Heather King	Sales and Marketing Executives International Association
Nancy Myers	Sales and Marketing Executives International Association
Scott Wilson	Lee M. Sherman
Gwen Leckemby	Sally R. Wilkins
Emily Burnett	Wilmington Shipping Company

New Director of Development

Chris Clapp joined the Cameron School of Business as director of development in November 2000. A native of Greensboro, N.C., he received a bachelor's degree in management with a concentration in marketing and a minor in political science from UNCG. He was a partner with Carolina Asset Management prior to coming to UNCW, and his 11-year background in financial services and estate planning will help the school develop strategies for donors who wish to contribute, and at the same time, accomplish their personal financial planning goals. Chris will lead the development efforts associated with the new UNCW Technology Building for both the Department of Computer Science and the CSB. In addition, he will assist the Cameron Alumni Chapter in its fund-raising efforts.

Executive Advisory Board

The Cameron School of Business Executive Advisory Board helps the school in strategic planning, program support and fund-raising activities. Scott Custer, Baxter Stirling, and Richard Morrison are this year's new members. Bob Warwick, partner with RSM McGladrey, Inc., is the chair of the board. The other board members are:

- Bruce Cameron, Partner, Cameron Company
- Michael Constantino, Partner, Ernst & Young
- Scott Custer, President, General Bank (subsidiary of Centura Banks, Inc.)
- Mary Gornto, City Manager, City of Wilmington
- John Griffin, President, EnergyPath Corporation
- Chris Hegele, General Partner, Kitty Hawk Capital
- Bob Hoover, Division Vice President and Wilmington Plant Manager, Corning Incorporated
- Ron Isyk, National Director of Internal Audit Services, Deloitte & Touche
- Stephen Kelbley, Executive Vice President and President, Home Furnishings Operating Group, Springs Industries, Inc.
- Estell Lee, Retired Owner and CEO, Almont Shipping
- Herb McKim, Jr., Executive Vice President, McKim & Creed
- Sandy McNeill, Owner, Liberty Healthcare Services LLC
- H.E. Miller, Jr., Chairman, Miller Building Corporation
- Norvell Miller, General Partner, Southeast Interactive Technology Funds
- Bill Morris III, Self-employed, Investments
- Richard Morrison, Former CSB Executive-in-Residence
- Donis Noe, Financial Advisor and Retirement Planning Specialist, Morgan Stanley
- Baxter Stirling, City Executive and Senior Vice President, BB&T (Southport)
- H. David Swain, Owner, Swain & Associates LLC
- Elwood Walker, Retired Partner, Price Waterhouse Consulting
- Bill Warwick, Retired Chairman, AT&T, China
- Alan Zimmer, President and CEO, Reeds Jewelers

Update on the Local Economy

Prior to the terrorist attacks of September 11, 2001, the local economy was slowing. For the year ending June 2001, average monthly employment in the three southeastern counties of Brunswick, New Hanover and Pender was up 3 percent, compared to an average annual growth rate of almost 4 percent over 1995-2000. Similarly, the unemployment rate had been rising since mid-year 2000 and, on a seasonally adjusted basis, stood at 4.1 percent in June 2001.

Retail sales had continued to rise but at a noticeably slower rate. For the year ending March 2001, they were up 6 percent in the three-county area to $4.3 billion. This compares to growth of almost 10 percent over 2000 and an annual average growth rate of 8 percent over 1995-2000.

Building permits in New Hanover County were also down. For the 12-month period ending August 2001, permits issued for all new construction in the county were down 6 percent to 2,090. Those issued for new residential construction were down 5 percent to 1,710. Those issued for new non-residential construction were down 13 percent to 380.

In light of the terrorist attacks, the short-term outlook for the local economy is uncertain. William W. Hall, Jr., director of the Center for Business and Economics Services, noted that short-term forecasting in today's environment is not unlike "a baker preparing a cake who does not have all the ingredients and especially a measuring cup." There is simply "too little data and virtually no historical precedent on which to base forecasts." In contrast, the long-run outlook remains upbeat.

Economic Impact of the Motion Picture Industry

In early 2001, the Center for Business and Economics Services completed a study of the economic impact that the motion picture industry had on the economies of Brunswick, New Hanover and Pender Counties in 2000. The study was done in cooperation with the Wilmington Regional Film Commission office. Jason Brow, a 2001 Cameron School graduate majoring in economics, collected the data for the study. Brow and Center director William W. Hall, Jr., prepared the final report.

The study made estimates of the impact that three types of motion pictures - a "movie of the week," a "medium-budget feature," and a "high-budget feature" - had on total economic activity, personal income (all income earned by residents), self-employment income, property income (dividends and interest payments received by residents), selected taxes (sales and excise tax payments received by local governments), wages and salaries, and employment (full-time jobs). The impacts were estimated for a "typical" film of each type and are shown in the following table.

Type of Impact	Movie of the Week	Medium-Budget Feature	High-Budget Feature
Total Economic Activity	$1.9 million	$6.2 million	$15.9 million
Personal Income	$650,000	$2.2 million	$5.9 million
Self-Employment Income	$118,000	$374,000	$995,000
Property Income	$292,000	$952,000	$2.3 million
Taxes	$95,000	$325,000	$664,000
Wages and Salaries	$558,000	$1.8 million	$4.9 million
Employment	30	110	300

faculty notes

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Sackley New MBA Director

William Sackley, associate professor of finance, became the MBA director during the 2000-01 academic year. Bill came to UNCW in 1999 from the University of Southern Mississippi. The many unique features of our MBA program, including team-taught modules, Cross-Roads, Executive Challenge and Practica, keep Bill heavily involved with CSB faculty to assure the highest standards of quality education. MBA students greatly appreciate Bill's genuine interest and concern for their education.

Asper New Graduate Coordinator

Elaine Asper joined UNCW from UNC Chapel Hill to become the CSB graduate coordinator. Elaine has primary responsibility for the logistical matters associated with both the MBA and MSA programs. With assistance from Tonice Brewer, Elaine is involved in overseeing CSB processes associated with admissions, enrollment, graduate assistantships and general day-to-day matters. Elaine also teaches a finance course.

Keating New Management and Marketing Chair

Bob Keating, associate professor of management, has completed his first year as chair of the Department of Management and Marketing. Bob succeeded Steve Harper who served as interim chair. Bob provided leadership in the hiring of Rob Konopaske and Carlos Rodriguez. He is currently overseeing the search for a new executive in residence to replace Richard Morrison. Dick retired for a second time after teaching with us for six years. The department will also be looking for a human resources/organizational behavior faculty person this academic year. Bob became a member of Phi Kappa Phi, a national academic honor society, last year.

Badarinathi New ISOM Chair

Ravija Badarinathi, professor of statistics and management science, became chair of the Department of Information Systems and Operations Management (ISOM) on July 1. Ravija follows John Anderson, professor of information systems, who stepped down after many years of administrative service, including serving as interim dean prior to Howard Rockness. Ravija will be providing leadership for ISOM as the department plans its transition to the new UNCW Technology Building and the creation of a joint graduate degree with the Department of Computer Sciences.

Business Week

features Governor Martin/ Dr. Leutze

Cameron's 16th Business Week, "2001 Business Odyssey," took place on March 21-22. Former North Carolina Governor Jim Martin was the keynote speaker, and UNCW Chancellor Jim Leutze played Alex Trebec in the Commerce Cup Challenge — Cameron's version of the game show "Jeopardy," with teams from the student business organizations participating. As in previous years, students could attend any of the Business Week sessions that focused on their career, personal development and/or major interest.

The Business Week committee, co-chaired by professors Randy Hanson and Woody Hall, developed the two-day program that had over 40 career sessions and 60 business speakers. The kickoff speaker was Jane Smith Patterson, Executive Director of the Rural Internet Access Authority, who focused on organizations that "danced with change" in driving change in a digital e-Commerce world.

Chancellor Leutze and a Commerce Cup Challenge student team

Chancellor Leutze entertained both students and faculty during the Commerce Cup Challenge that was won by the team from the Student Chapter of the Financial Management Association. The Grand Sponsors of Business Week 2001 were aaiPharma, Bank of America, CP&L, PPD, Inc. and Southeast Interactive Technology Funds. In addition, 16 other firms provided support for this program.

UNCW is committed to equal educational and employment opportunity and is an affirmative action employer. 7,500 copies of this public document were printed at a cost of $2,504.78 or $.33 per copy. (G.S.143-107.1)

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- ❑ Department of Info. Systems & Operations Mgmt., General Fund
- ❑ UNCW General Fund

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_____

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